

PUBLICITY

Blog Tours – Blog Tours are planned based on the target demographic and genre of your work. Scribe Publicity will research, arrange, and execute the blog tour and help you create the content needed for each stop on the tour. We'll also promote your tour through social media. The length of the blog tour is up to you.

Web Promotion – In a world where podcasts and YouTube overshadow radio and TV it's more essential than ever to make your web presence known. A few seconds is all it takes for you to sell a book online. Over 26% of e-book and print purchases are impulse buys. What we aim to do at Scribe Publicity is to get your work in front of the people. The best way to do that is to target where they live: ONLINE. By utilizing social media platforms including Facebook, Twitter, Google+, Goodreads, and more we'll build your web presence right from setting up your social media pages to building customized social media promotional campaigns.

Media Interviews – This is where that Media Kit comes in handy. Your readers want to get to know you! Who put those words on that page? And Why? And what breakfast cereal do they eat? Scribe Publicity will work to secure media interviews as part of your overall publicity plan.

Events – Time to reach out and touch the people (not literally)! Signing events and Q&A events are the best way to get directly in front of your readers, person to person. Signing events, readings, and Q&A sessions can take place at book stores, coffee shops, schools, practically anywhere.

Reviews – Many authors don't like reviews but the important thing you need to remember is that readers LOVE reviews. Scribe Publicity will submit your work to Blogs, Kirkus, Library Journal, NetGalley, Publisher Weekly, and Online Bookstores in order to start building your reviews.

MEDIA KITS - \$350.00

A media kit is a way of splicing you and your book together in one neat package for the purpose of promotions. They're an integral piece of getting your foot in the door when it comes to promotional events and an absolute requirement for any media based interviews such as radio, television, podcasts, and magazines.

Scribe Publicity will work with you to create a personalized media kit that will include, but isn't limited to:

- Press Release(s)
- Pitch Letter
- Bio
- Photo
- Cover Art
- Galley/ARC
- Suggested interview questions

PACKAGES (all packages require a 2 month minimum publicity contract)

THE PROLOGUE PACKAGE

\$1,500.00 per month
Blog Tour (10 Days)
Web Promotion

THE SECOND ACT TURNING POINT PACKAGE

\$2,500.00 per month
Blog Tour (15 Days)
Web Promotion
Reviews

THE COVER TO COVER PACKAGE

\$3,000.00 per month
Blog Tour (20 Days)
Media Kit
Web Promotion
Media Interviews
Events (minimum of 3)
Reviews